DATA COMMS 2022

AWARDS

WINNERS BOOK

amec GLOBAL SUMMIT ON MEASUREMENT

THE NEXT NORMAL:

COMMUNICATORS AT THE DATA TABLE

VIENNA MAY 23-25, 2022

The AMEC Global Summit on Measurement will return for its 14th year as an in-person event held in Vienna from May 23-25.

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WELCOME

When we announced the launch of the inaugural DataComms Awards I did not fully understand the potential behind the programme. Although I had read of the data explosion, I hadn't grasped the enormous problems facing organisations that need to take the vast volumes of data they create and use it to communicate effective messages to their various stakeholder audiences.

When the submissions started coming in, however, the creativity and strategic insight in the ways they met those challenges was rammed home. There was a clear poetry that came with the entries, highlighted by the way data was used to tell the stories behind the companies' messaging. But it wasnt only the communication and visualisation that I found so inspiring. The collation, evaluation and analysis makes for compulsive reading.

So to all those who featured in this strong book of winners, congratulations.

Andrew Thomas
Publisher
Communicate magazine

JUDGES

Stuart Bruce
CEO
Stuart Bruce Associates

Stuart is internationally recognised as a PR Futurist – a thinker and doer in modernised public relations and communications. He specialises in strategy, crisis communications, reputations and relationships, measurement and evaluation, and PR technology. Stuart provides strategic counsel, professional development and training to corporations, not-for-profits and governments. He works globally and has worked with clients in the UK, USA, European Union, eastern Europe, Asia and Australia. He started one of the world's first PR blogs in 2003.

Jenny Charles-Okwulu
Executive director, data governance and visualisation
OMD EMEA

Jenny is a highly accomplished data analytics and visualisation specialist with a record of performance analysis, dashboard creation, data visualisation and contribution in business processes improvement, researching and delivering optimised business performance. Jenny was previously head of data and reporting at Omnicom Media Group's Annalect, where she spent four years. With a career spanning nearly 20 years of analytical expertise, Jenny has experience in analytical roles across the policing sector.
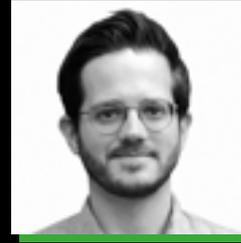
Philipp Deutsch
Director and head of data science
Capricorn Capital Partners UK

Philipp is director and head of data science at Capricorn Capital Partners UK, a private equity firm, where he focuses on using analytics and data science tools to support portfolio companies. In his current role, Philipp builds and manages a team of data scientists, delivering data science projects for private equity portfolio companies. He has a background in consulting, having worked for Deloitte and OC&C prior to joining Capricorn. Philipp has experience building machine learning tools in financial services, retail and online B2C sectors.

Emma Duke
Former head of communications
Oxford University Press

Emma is a communicator, writer, mum, mentor and friend. As the former head of communications for Oxford University Press' global education publishing, she was responsible for employee engagement, building strategic relationships and protecting the organisation's external reputation. With a PR agency background, Emma has worked with brands such as Unilever, Elsevier, and Johnson & Johnson.

Shalini Gupta
Employee experience communications manager
BT

Shalini has worked internationally for over 15 years in various communications roles in the financial services and telecommunications sector at top FTSE 100 and Fortune 500 companies. She has worked across a wide spectrum of internal communications, ranging from leading, shaping and delivering strategies for diversity and inclusion to leadership communications, people campaigns and organisational change.

Vidhyalakshmi Karthikeyan
Head of data and insights
YouView TV

Vidhyalakshmi leads the data and insight team at YouView TV, delivering timely and rigorous evidence from viewer behaviour data for better decision-making and viewer experiences. After starting a career as a data scientist at BT in 2009, Vidhyalakshmi did her PhD part-time and progressed to leading large customer experience-centric data programmes. She has won national awards for achievements and STEM community outreach activities and is an inventor on 24 patents and applications.

Alex Malouf
Corporate communications director
Schneider Electric

Alex is a marketing communications executive who has spent the last two decades in the Middle East. He is the corporate communications director for the Middle East and Africa at Schneider Electric. A journalist by training and with a cultural mix that is both European and Middle Eastern, Alex's expertise spans communications and media, public relations and marketing for both multinationals in the energy, technology and FMCG space as well as several Gulf-based government institutions.

Kerry Sheehan
Head of service development and innovation
UK Civil Service

Kerry is an award-winning Chartered PR and part of Women in AI UK. She has more than 15 years of experience in government, health, tech, B2C and B2B sectors including global brands such as Intercontinental and Microsoft. Kerry is a member of the International Data Science Foundation and has extensive experience leading communications and marketing functions in agency and in-house settings.

Marko Vasiljevski
Global head of data science
JATO Dynamics

Marko is global head of data science at JATO Dynamics, where he identifies global opportunities for capitalisation on the data, advanced analytics and data science. Marko has over 20 years of experience in analytics, data science, research and leading teams in this space. He has previously worked as head of data science (aviation safety) at Flight Data Services and as a consultation data scientist at AVS Solutions. His current work is mainly focused around delivering products and services to help clients achieve better results by leveraging the potential residing in their data.

Rebecca Zeitlin
Marketing director
Levidian

Rebecca was the former head of communications and external affairs for Hybrid Air Vehicles Ltd. She joined the aerospace industry with previous experience in diverse sectors such as healthcare and sport. Her areas of expertise are reputation, ESG, and scaling innovative businesses. At HAV, Rebecca is responsible for strategic communications across all business areas including government relations, investor relations, marketing, and brand.

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WINNERS

Best use of data as part of an integrated campaign
Gold – Commetric
Silver – Post Office and Boldspace
Bronze – Clarivate
Highly commended – Ivanti

Best use of data to assist reputation management
Gold – Vattenfall and Caliber
Bronze – EY and Signal AI

Best corporate storytelling through data
Gold – Chronos Sustainability and infogr8
Silver – WePlay Esports Media Inc
Silver – Ebiquity and The Insight Agents Ltd

Best data-led employee engagement
Silver – Philip Morris International

Best investor-targeted use of data
Gold – State Street Global Advisors and Living Group

Best use of data in measurement and evaluation
Gold – Aldi and Citypress
Silver – Commetric
Silver – Vattenfall and Caliber
Bronze – Boldspace
Highly commended – Philip Morris International

Best data dashboard
Gold – Vattenfall and Caliber
Silver – The Connection at St Martin's and
Finsbury Glover Hering
Bronze – Boldspace

Most innovative format to display data
Gold – Boldspace
Silver – Uber and infogr8

Best interactive data display
Gold – Canton of Berne, Amt fur Gemeinden und
Raumordnung and Hahn+Zimmerman

Best use of animation
Gold – Hahn+Zimmerman
Silver – Novartis and The Insight Agents Ltd

Best visualisation of data within corporate reporting
Silver – LITRA and Hahn+Zimmerman

Best collation of data
Gold – Boldpsace

Best use or visualisation of data by a charity, NGO or NFP
Silver – The Connection at St Martin's and
Finsbury Glover Hering
Bronze – Thomson Reuters Foundation, PACE and infogr8

Best use or visualisation of data from the education sector
Silver – CyberSeek Australia and infogr8

Best use or visualisation of data from the financial services sector
Gold – State Street Global Advisors and Living Group
Silver – Cognito Media

Best use or visualisation of data from the healthcare and pharmaceutical sector
Silver – Open Data Institute, Roche Healthcare and infogr8

Grand prix
Aldi and Citypress

Best use of data as part of an integrated campaign

Gold – Commetric

The pandemic triggered a decline of up to 95% in routine eye clinic visits. Novartis partnered with the International Agency of the Prevention of Blindness to launch an eye screening and education initiative demonstrating their shared commitment to improving eyecare. The campaign was informed by data at every phase, with measurement and integral pre-activity for campaign benchmarking, planning and KPI setting.

Commetric, the earned media and integrated measurement counsel for Novartis, advised on measurable communications outputs and outcomes throughout the campaign. Novartis is on track to reach three million patients with this initiative. Judges praised the clear strategy and objectives achieved with an increase in eye appointments and awareness of eye health. "The use of data insights in the campaign planning was spot on. Such a clearly thought-through piece of work," said one judge, while another simply said "targeted, relevant, specific and measurable."

Silver – Post Office and Boldspace

Boldspace worked with the Post Office to develop the data-driven campaign that told the stories of real people and demonstrated the reasons why cash is so important to their everyday lives. It put data at the centre of the planning and research phase to address issues at every stage of the campaign. Judges commented on the variety of data sources, creative approach and clear measurable KPIs.

Bronze – Clarivate

The Top 100 Global Innovators campaign took a data-driven approach to identifying the world's most innovative organisations. In 2021, Clarivate elevated its campaign by creating topical and fresh content all year-round, with the aim to deepen trust in Clarivate expertise and increase brand awareness. Clarivate met these objectives and far exceeded report downloads, media coverage and social impressions targets.

Highly commended – Ivanti

To reflect its true capabilities as a security company, Ivanti used data to inform the launch of its new brand identity via an integrated campaign.

Best use of data to assist reputation management

Gold – Vattenfall and Caliber

European energy company Vattenfall worked with Caliber, a Denmark-based firm integrating corporate branding with reputation management, to customise the Vattenfall brand and reputation dashboard. Caliber provided real-time survey-based stakeholder perceptions across key markets. The dashboard enabled multiple users at Vattenfall to analyse the impact of news, debates and PR activities on the company's reputation.

The data provided on-going insights which then informed the company's communications and impact results. The reputation monitor dashboard was used to generate quick insights regarding the reputational impact of building the biggest biomass power station in the Netherlands. The information helped Vattenfall to prevent a reputational crisis and deliver efficient and effective communications. One judge commented, "the dashboard clearly does what it set out to achieve," another simply said, "in-depth use of data" and "clear objectives."

Bronze – EY and Signal AI

Global professional services firm, EY, worked with decision augmentation company, Signal AI, to create a reputation management tool that would use data to help clients understand and improve their reputation. The Trust Score analysed and broke down vast volumes of data to deliver knowledge and support EY's clients to confidently make long-term decisions based on reputation impact.

Best corporate storytelling through data

Gold – Chronos Sustainability and infogr8

Chronos Sustainability are dedicated to working with their partners across various industries to deliver improvements in sustainability performance for the ultimate benefit of society and the environment. Each year Chronos Sustainability share the findings of its annual Business Benchmark on Farm Animal Welfare (BBFAW) report to analyse the important issue of farm animal welfare. infogr8 took the data from the BBFAW report and created a tailored, interactive and responsive data-led story.

It told a range of compelling stories about the performance of 150 food companies and turned what was previously a static report into an engaging and interactive one. The data story was user-friendly and enabled users to control their own experience and view. Judges thought this was a good example of making analysis more engaging using new visualisation techniques and interactive features. "Strong objectives and impressive implementation," said one judge.

Silver – WePlay Esports Media Inc

Global esports company, WePlay, wanted to break the records of its previous events. The communications team worked to elevate the media coverage by collecting and analysing data on its target audiences across the world. The campaign included outreach efforts to various regions, press releases, a Covid-19 safety conversation on Reddit, giveaways and promotions. The event was watched 28.8m times in total, with over 3.3m viewers tuning in.

Silver – Ebiquity and The Insight Agents Ltd

The Insights Agents used data to help Ebiquity, a leader in media investment analysis, to understand the intricacies of its communications and attract attention to its services. Ebiquity's content schedule of reports and white papers developed a distinctive narrative style by applying best-practice principles in data storytelling. The rate of downloads increased, and the publication successfully engaged with targeted clients and prospects.

Best data-led employee engagement

Silver – Philip Morris International

Philip Morris International launched a series of Town Hall events to strengthen employee trust. The sessions collected data and performance measurements which then informed the format and design of subsequent sessions. PMI continually adapted the content and format in which the information was delivered to ensure employees remained engaged. Feedback revealed that 92% of employees found the Q3 Town Hall informative.

Best investor-targeted use of data

Gold – State Street Global Advisors and Living Group

State Street Global Advisors (SSGA) is the asset management arm of State Street Corporation. The company is on a mission to invest responsibly to enable prosperity and social progress. Together with Living Group, SSGA wanted to create a tool which would enable its sales teams to utilise the firm's abundance of content which is often buried in spreadsheets and presentations. SSGA wanted to reach intermediaries and individual investors who needed a simplified explanation for a product they may or may not be aware of.

Living Group turned a mass of complex asset allocation target date fund information into an engaging data-driven online tool. This project successfully opened a host of client conversations and opportunities for SSGA's sales and marketing teams globally. The two target date fund tools incorporated over 30 interactive screens, each available to SSGA sales teams, intermediaries and investors. "Clearly engages with the audience providing a wealth of information," said one judge.

Best use of data in measurement and evaluation

Gold – Aldi and Citypress

While Aldi had a wealth of media analysis, reports and data, it identified issues with the existing measurement and evaluation processes. The data was not being checked by internal teams and the reports were not being used to inform or improve future comms. Citypress were brought in to implement a new approach to reporting. It began by conducting a deep-dive review into existing systems and consulting with Aldi, its three PR agencies and existing media monitoring provider, Kantar.

The approach was based on best-practice as set out by the Association for Measurement and Evaluation of Communications. Alongside saving 104 hours on reporting and analysis time and spotting over 500 errors, the new model showed that PR delivered the strongest ROI of all marketing channels. Citypress ensured the data could continue to inform Aldi's communications and reporting. Judges praised the "effective use of the AMEC framework" and "clearly mapped objectives to results."

Silver – Commetric

Novartis, worked with the International Agency for the Prevention of Blindness to launch an eye screening and education initiative. Measurement was an integral part of this campaign with pre-activity for campaign benchmarking, planning and KPI setting, and marketing performance analysis. Commetric, its earned media and integrated measurement counsel, ensured the outputs and outcomes were continually growing and reaching global audiences.

Silver – Vattenfall and Caliber

Vattenfall worked with Caliber, a firm integrating corporate branding with reputation management, to customise the Vattenfall brand and reputation dashboard. It provided real-time survey-based stakeholder perceptions across key markets. This data was then used to measure the potential reputational impact of various communications and inform future strategies and decisions. Judges were impressed by the use of various data sets.

Best use of data in measurement and evaluation

Bronze – Boldspace

Boldspace's technology platform, BoldLens, brings advertising, marketing and PR together to fuse the most advanced analytics. The platform integrates multiple data sources in one place to enable cross-channel measurement and evaluation. It removes the manual work and time necessary to make data evaluation faster and more efficient. Judges praised the sleek style and solid approach to data integration. "Strategic, fast and reactive," said one judge.

Highly commended – Philip Morris International

Phillip Morris International used data collection to inform the format and design of its Town Halls and continually improve performance.

Best data dashboard

Gold – Vattenfall and Caliber

Leading European energy company, Vattenfall, worked with corporate reputation platform, Caliber, to create a new management information tool that could track and analyse its stakeholder perception data. As Vattenfall is working to drive the transition towards a more sustainable energy, the company has tracked and analysed its stakeholder perception data for many years. But it wanted a fresh and dynamic new tool that would replace the stagnant quarterly PowerPoint report.

Caliber's real-time tracker dashboard was adopted and then modified to suit Vattenfall's specific needs. It provided real-time, survey-based stakeholder perception data across key markets and allowed multiple users at Vattenfall to directly access this data. The dashboard tracks, analyses and visualises the impact of news, debates and PR activities surrounding stakeholder perceptions on an ongoing basis. Judges thought this was a well-built dashboard that clearly captures and displays a significant amount of data. "Clear visuals," and "actionable results," said one judge.

Silver – The Connection at St Martin's and Finsbury Glover Hering

The Connection at St Martin's is a charity helping homeless people in London to recover, find housing and work. Finsbury Glover Hering helped to create a new dashboard that would take the hassle out of the charity's reporting and enable the team to access real-time data surrounding the impact of their communications. "Great user journey through the dashboard," said one judge.

Bronze – Boldspace

Boldspace created BoldLens, a platform using integrated dashboards to enable clients to monitor, track, predict and react to developing trends around their business, across all communications channels, in real-time. Since launching in 2020, Boldspace has acquired 15 new BoldLens clients, including the Post Office and Silverstone. One judge commented, "a fantastic and comprehensive dashboard."

Most innovative format to display data

Gold – Boldspace

Boldspace is a new agency model launched in May 2020, built for brands and ambitious businesses on a mission. Boldspace aimed to unite advertising, marketing and PR through a pioneering approach that would fuse together analytics via its proprietary technology platform, BoldLens. The format impressed judges with its clear visuals, tying data together and delivering clear and accessible information. The platform was designed by communications practitioners to ensure the format was built around what comms team want and need to know.

The data is displayed across a myriad of sources in an innovative and integrated way. It uses graphs, charts, maps and various interactive methods to illustrate the trends in a more engaging way than raw data or tables. The platform is also able to overlay a data set with another that is not immediately linked, enabling users to identify correlations and trends. "A robust way for agencies and in-house teams to plan their campaigns better and demonstrate effectiveness," said one judge.

Silver – Uber and infogr8

infogr8 used data visualisation to tell the story of Uber's success. It created a 'bar chart race' to communicate the brand's gradual takeover of the Yellow Taxi. It used five years of open data and analysed cab journeys in New York. The innovative and visual data format went viral and was described by judges as "a really creative and engaging idea."

Best interactive data display

Gold – Canton of Berne, Amt fur Gemeinden und Raumordnung and Hahn+Zimmerman

Hahn+Zimmerman worked on the concept, design, and technical implementation of a bilingual microsite with various interactive data visualisations for the municipal finances of the Canton of Berne. The former 80-page publication included a plethora of diagrams that needed to be transformed into a digital format.

Hahn+Zimmerman placed great emphasis on developing appropriate and varied display models, designed from the specific data. In addition to classic diagrams such as pie charts and bar graphs, the web application was enriched with freer forms of visualisation including bubbles and a heat map. The microsite was structured into four chapters to enable different forms of interaction with the data, from a curated overview to very explorative. This intentional increase of interaction between the chapters aimed to satisfy the different needs of various groups. The project met initial project targets, delivered a clear and understandable information structure and received positive coverage. Judges praised the microsite for "tackling a problem faced by national and local governments around the world."

Best use of animation
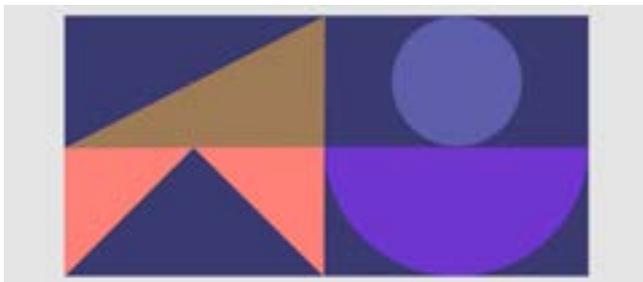
Gold – Hahn+Zimmerman

Hahn+Zimmerman initiated a project to deal with the questions of how graphic design tools can be used to contribute to a more equal representation of women within Swiss parliament. Using its extensive data set, Hahn+Zimmerman wanted to make the inequality of women and men in parliament visible and tangible.

The project, which took place in the run-up to the elections of the Swiss National Council in October 2019, created a series of animations designed around the idea that constant dripping wears away stone. The data visualisation animations were published on Instagram every week, showing a specific section of the data set in the history of gender relations in the National Council. Hahn+Zimmerman made 20 animations telling a visual story which would stimulate thought and action in the run up to the elections. The result was very encouraging, with the percentage of women in parliament rising from 32% to 42%. Judges praised the "powerful visuals" and use of animation to understand a complex data set.

Silver – Novartis and The Insight Agents Ltd

Global healthcare company, Novartis, wanted to put patients' insights at the heart of its decision making. It worked with The Insights Agents to develop an innovative, insightful thinking process that would harness its rich collection of data. Participants pointed to the simple and informative animations as one of the key elements helping them to understand the new i4i Patients Insights Discovery process.

Best visualisation of data within corporate reporting

Silver – LITRA and Hahn+Zimmerman

Hahn+Zimmerman worked with LITRA, the public transport information service in Switzerland, to create a brochure showing how diverse and important public transport is. Published in two languages and implemented across various channels and formats, the brochure successfully created a way for stakeholders to keep record of the public transport evolution in Switzerland. Judges were impressed with the balance between precision and narrative.

Best collation of data

Gold – Boldpsace

Boldspace is a new agency model which unites advertising, marketing and PR, to maximise client results. In order to fuse advanced analytics, Boldspace launched BoldLens, a technology platform providing insight for brands to strategise in a fast, adaptive and reactive way. BoldLens collates and integrates any relevant data across paid, earned, social and owned channels to provide clients with a comprehensive data set.

The platform can then inform business decisions, communications and general campaigning activity. By warehousing multi-channel data, Boldspace has enabled easy access to valuable data which can provide immediate benefit and long-term growth. With data collected from sources across media monitoring, social listening, CRM, web analytics, search performance, paid analytics, sales and revenue, the platform enables clients to measure the true impact of any campaign. Judges praised the breadth of data, "clearly comes together nicely with regular updates in a timely fashion," said one judge.

Best use or visualisation of data by a charity, NGO or NFP

Silver – The Connection at St Martin's and Finsbury Glover Hering

Global strategic communications consultancy, Finsbury Glover Hering, helped the Connection at St Martin's to develop a new marcomms dashboard, collating and organising the charity's data in one place. The clear and almost fully automated dashboard enables the team to see the impact of their marketing and communications strategy while also making reporting a smoother process.

Bronze – Thomson Reuters Foundation, PACE and infogr8

Thomas Reuters Foundation are a key partner of PACE, working to tackle the worst forms of child exploitation. infogr8 was brought in to harness the data and create an interactive knowledge hub. The hub enabled users to explore, share and interact with the data around child exploitation. This project completely overhauled the existing website and demonstrated the social impact of collaborative data visualisation.

Best use or visualisation of data from the education sector

Silver – CyberSeek Australia and infogr8

Cybersecurity is one of the fastest growing industries in Australia, yet the industry faces a growing skills gap. infogr8 developed a custom web-based dashboard to mobilise the potential workforce by showing a heatmap of cybersecurity supply and demand in specific areas. The dashboard used data to encourage workers to learn more about potential opportunities and how to get there.

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Best use or visualisation of data from the financial services sector

Gold – State Street Global Advisors and Living Group

State Street Global Advisors (SSGA) wanted to turn a mass of complex asset allocation target data fund information into an engaging data-driven online tool. The data visualisation team at Living Group simplified the narrative of using target date funds by using engaging and interactive graphics to tell a complex story while educating its users. It designed a glidepath to be accessed via the SSGA website, with a more robust version made available to its sales team. The interactive visualiser details the rationale driving the construction of SSGA's target date funds. Over 30 interactive screens invite users to make selections that change the illustrated depictions of how funds are invested, with allocations among asset classes changing over time. The project successfully opened a host of client conversations and generated opportunities for SSGA's sales and marketing teams globally. "Clear objectives, strategy and implementation with clear impacts linked back to the objectives," said one judge.

Silver – Cognito Media

Marketing and communications consultancy for the financial services sector, Cognito Media, produced an ESG study titled 'ESG Investing and the Media – A Cognito Report'. The study, which included a large visual component based on hard data, was the company's leading piece of thought leadership for the year, achieving five times the number of downloads compared to the company's previous thought leadership content.

Best use or visualisation of data from the healthcare and pharmaceutical sector

Silver – Open Data Institute, Roche Healthcare and infogr8

The Open Data Institute was commissioned by Roche Healthcare to conduct research on health data policy and the use of secondary health data across Europe. The result was a coherent data visualisation piece which took large data sets with multiple data points and presented them in a user-friendly format. Judges praised the interactivity of the tool. "Impressive collation of complex data across different countries," said one judge.

Grand prix

Winner – Aldi and Citypress

Aldi's communications team had a wealth of valuable media analysis, reports and data at its fingertips. But the existing measurement systems lacked the accuracy and efficiency to inform future comms. Citypress implemented a fresh strategy for Aldi's reporting, with a focus on achieving best-practice as set out by the Association for Measurement and Evaluation of Communications. Citypress put measurement at the heart of data transformation. This included training sessions for the Aldi team, streamlining metrics, introducing audience reactions and integrating business impact metrics into its comms reporting. Judges praised the consistent loop back to objectives through the research, planning and implementation phase.

Citypress understood the importance of ensuring the Aldi team were informed and aligned with the new system. It conducted a deep-dive review of existing reporting and carried out consultations with Aldi, its PR agencies and its media monitoring provider, Kantar. Key focus areas included improving quality control and moving Aldi's reporting function over to Citypress' independent analysis team. It transferred Aldi's five existing reports into one deep-dive report and implemented monthly calls for Aldi and its agencies to collaborate and share findings. "There was a very clear need to transform the data, and this is a very clear example of how to save valuable reporting time and improve data accuracy," praised one judge. The impact of the econometric modelling speaks for itself, with key insights now informing Aldi's future communications. One of the most valuable findings identified PR as the strongest of all marketing channels in terms of delivering ROI.

Citypress successfully reduced the time spent by the Aldi communications team on reporting and analysis by 104 hours. Judges agreed this entry showcased that data designed to drive business incomes is a truly valuable tool and a worthy winner of this year's Grand prix award.

PRCA UK Conference
Public Relations in the New Business Era

One Great George Street, London
Thursday, 7th July, 2022

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1. **THE POWER OF PEOPLE**: exploring the importance of purposeful leadership and inclusive cultures, and their impact on organisational success.

2. **BUILDING MEANINGFUL RELATIONSHIPS**: reflecting on how organisations can create valuable partnerships and work closely together across sectors, cultures, and borders.

3. **IMPROVING BRAND REPUTATION AND TRUST**: examining which key factors contribute to trust within this new business era – enabling organisations to build reputable and trusted brands.

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